



WEWS

ORDER

Flight Dates **10/22/12-11/05/12**

Contract / Revision **306932 /**

Original Date / Revision
08/03/12 09/26/12

Advertiser **Republican Senate Campaign**

Product

Agency Com 15%

Billing Contact

**7720 Benson Road
Carroll, OH 43112**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	48	\$56,865.00	\$66,900.00	0.00
November 2012	59	\$74,885.00	\$88,100.00	0.00
Totals	107	\$131,750.00	\$155,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	48	\$56,865.00	\$66,900.00
10/29/12	11/05/12	59	\$74,885.00	\$88,100.00

													<u>Totals</u>
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots Amount
N 1	WEWS	10/22/12	11/05/12	M-SU 11-1135P Late News	CM	11-1135p	-----	:30	0	\$3,000.00	P-1	0.00 NM	9 \$27,000.00
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
Week: 10/22/12				10/22/12	10/28/12	MTWTF-S		4		\$3,000.00		0.00	
Week: 10/29/12				10/29/12	11/04/12	MTWTF-S		4		\$3,000.00		0.00	
Week: 11/05/12				11/05/12	11/11/12	M-----		1		\$3,000.00		0.00	



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Print Date: 10/03/12

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Hiatus Dates

Original Date / Revision 08/03/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/22/12	11/05/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	-----	:30	0	\$750.00	P-1	0.00	NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$750.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$750.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$750.00		0.00			
N 3	WEWS	10/22/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	:30	0	\$950.00	P-1	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$950.00		0.00			
N 4	WEWS	10/22/12	11/05/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	:30	0	\$950.00	P-1	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$950.00		0.00			
N 5	WEWS	10/22/12	11/05/12	M-F 9-10a Live With Kelly	CM	Live With Kelly	-----	:30	0	\$650.00	P-2	0.00	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$650.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$650.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$650.00		0.00			
N 6	WEWS	10/22/12	11/05/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p (12:00 PM-12:30 PM)	-----	:30	0	\$1,200.00	P-2	0.00	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
N 7	WEWS	10/22/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p Dr Oz	-----	:30	0	\$1,000.00	P-2	0.00	NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
N 8	WEWS	10/22/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-----	:30	0	\$2,500.00	P-1	0.00	NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$2,500.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,500.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
N 9	WEWS	10/22/12	11/05/12	M-F 730-8P 730-8p	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
N 10	WEWS	10/22/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-----	:30	0	\$1,000.00	P-2	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			



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Hiatus Dates

Original Date / Revision 08/03/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 10	WEWS	10/22/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-----	:30	0	\$1,000.00	P-2	0.00	NM	7	\$7,000.00
N 11	WEWS	10/22/12	11/05/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	----- 11	:30	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- 11		2				\$700.00		0.00			
		Week: 10/29/12	11/04/12	----- 11		2				\$700.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 12	WEWS	10/22/12	11/05/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----	:30	0	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		2				\$650.00		0.00			
		Week: 10/29/12	11/04/12	----- S-		2				\$650.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 13	WEWS	10/22/12	11/05/12	Friday Prime C 20/20	CM	20/20	-----	:30	0	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---- F--		1				\$7,000.00		0.00			
		Week: 10/29/12	11/04/12	---- F--		1				\$7,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$7,000.00		0.00			
N 14	WEWS	10/22/12	11/05/12	Sunday Prime A AFHV	CM	AFHV	-----	:30	0	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
		Week: 10/29/12	11/04/12	----- S		1				\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														107	\$155,000.00